Blaise 5

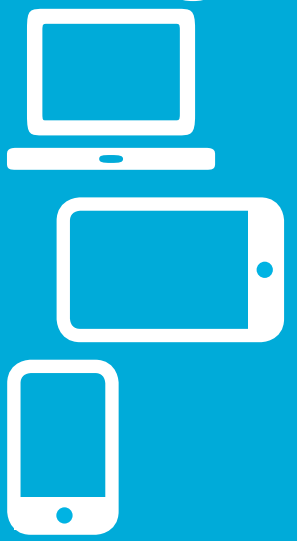
Challenges of multimode and layout

Multimode surveys mean:

CAWI

Browsers

Responsive design

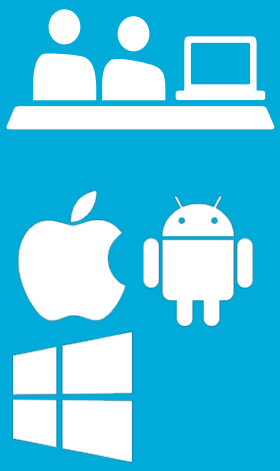


Desktops, laptops, tablets and smart phones

CATI

Windows operating system or browsers

CAPI

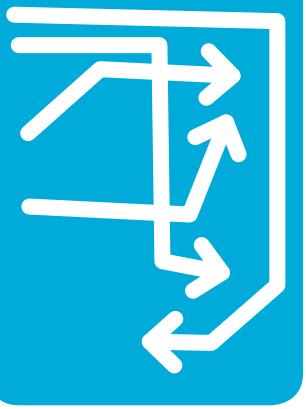


Windows, iOS and Android operating systems

Surveys are often:

Large

Complex



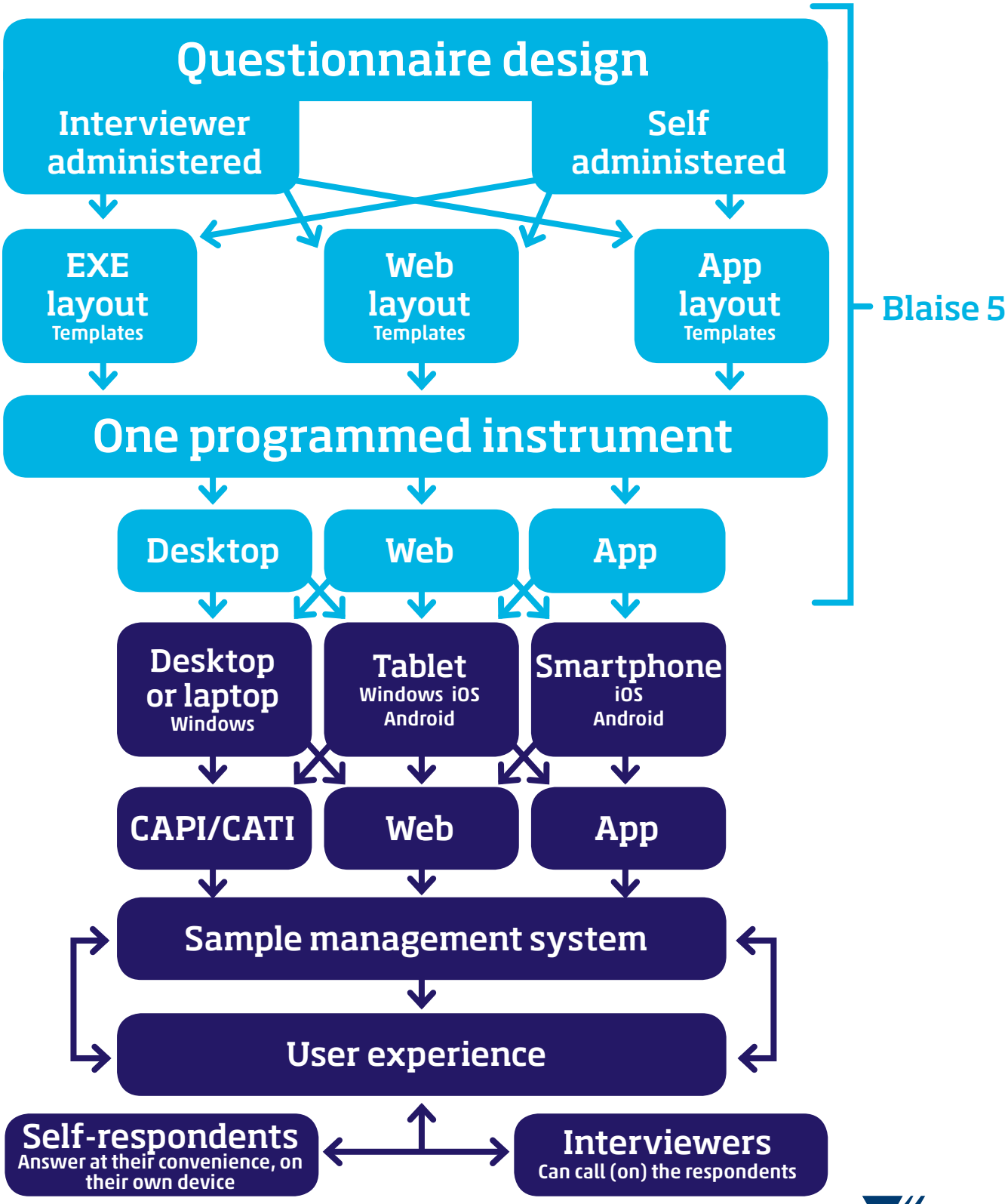
Multilingual

For different groups

Enterprises, households and persons

Blaise 5

Blaise brings it all together!



Westat®